

ONE

BUSINESS

ATLANTA
magazine

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Fotollusion Studios

Developing Success

cdIntelligence

Music's Link to Fans

Feb/Mar 2005

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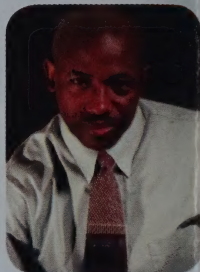
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You Only Need ONE...

Sean C. Robinson, Publisher

Starting *Horizons Magazine* in Fayetteville, NC, I wanted to ensure that the smaller businesses in our area could always benefit from the added exposure of a magazine that focused on their needs. Within a year, *Horizons* had not only grown to embrace the business and political arenas, but we had also outgrown our readership. Encouraged by advertisers and well-wishers, we headed to a city filled with entrepreneurial spirit and greater promise.



by Jerry Boles Photography

Many would ask, "Why would we wade into deeper waters?" Atlanta, by comparison, is much larger and much more industrious. There are varied publications lining the sides of every street corner and niche market magazines that reach thousands weekly. How will ONE Magazine make a difference?

Well, ONE is unique in the fact that it only focuses on smaller businesses. Other weekly publications focus on corporate support and then further divide themselves by targeting race, social status, gender and even lifestyles - but none successfully bring us together on the one plane on which we all meet; business.

ONE promises to focus its efforts on being the city's premier business-to-business communicator for entrepreneurs and a thriving market of clients who need their services. In addition, we will offer a direct link to major industries that are trying to target smaller businesses with their products. We will offer advice and guidance on financial matters and applaud the business savvy of small, local merchants who might, otherwise, go unnoticed.

We encourage our readers to communicate with us and complete surveys so that we might always offer you a magazine that you find enjoyable and entertaining. Whether you operate a small business or just want to read about the exploits of your "local heroes," just remember the next time you are sorting through the pile of publications outside of your corner store, from now on, you only need ONE Magazine!

Your friend,

Sean C. Robinson,
ONE Atlanta Magazine

For comments or questions, you may write our offices or visit us online at <http://www.ONEAtlanta.biz>

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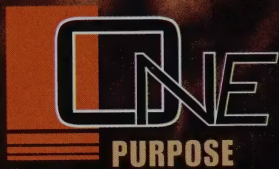
Cover Story

Toss Swaid: The Man Behind The 'Mic'

Empower your
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Each quarter, ONE Atlanta meets with
100 small businesses in a powerfully
informative networking session.

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and put your business in front of
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Charity begins at home

The fall season brought in a wind of change that could be felt in the hearts of every American citizen. Nationwide, we turned to our communities and fostered a greater feeling of brotherhood and charity as the weather began to chill our noses and warm our hearts.

Here, in Atlanta, we said goodbye to the spring and gleefully welcomed the fall season with charitable events. AIDS Walk garnered thousands of participants and thousands more came together in efforts to raise money for Breast Cancer Awareness. In the month of December, World AIDS Day focused our attention on a disease which is crippling our society from within. Without constant reflection on these issues, their true impact is never brought to the forefront.

Realizing the importance of ensuring that the efforts to educate others on the dangers of cancer and AIDS, ONE Atlanta Magazine has given free advertising space to two local charities that will continue to offer research, education and treatment of these diseases until they, like the chill of winters gone by, are things of the past.

When creating this month's publication, EMDesigns Group took our theme seriously and delivered the smile of an angel. As Maurice Cook, owner, explained, we have to con-

sider the fact that we are shaping the world of tomorrow today. If we are not mindful of our decisions regarding charitable contributions, we cannot be sure what type of world we will leave to the next generation. "The charities that exist in and around our city are not just here for our immediate benefit, but they promise a better future to our children and our children's children as well," he stated.

Just think about it. Had our forefathers not given freely to find cures and treatments for social ills like syphilis, polio and chicken pox, we would still feel the effects of these "plagues" today. In our lifetime, we could immediately impact the lives of thousands, but we could also keep millions more from ever having to suffer just by contributing today.

This year, just as you gave so cheerfully to friends and family during the holidays, do something special for someone else. Contact the charity of your choice and give a financial contribution that will make a difference. You could give a gift to a homeless child, give blood, or simply visit a sick friend and share a smile. Who knows, by the end of your visit, it may mean more to you than you thought. But, overall, our children of tomorrow will, ultimately, stand to gain the greater benefit.

Fotollusion Studios Develop A New

"We simply wanted to offer the best photographs possible to a larger audience," was the sentiment that could be heard time and time again as Justin English walked through a myriad of adjoining rooms which compile the offices of FotoIllusions Studios in Marietta. "We have successfully created mobile portrait studios so that we can go out and take thousands of photographs of local football, baseball, high school athletic teams and more. And, at the same time, offer them the same quality that you would expect if you were to walk into a studio for an expensive photo session. We have a complete end-to-end

solution that we can also package for other photographers who are in need of creating larger inventories and a better selection for their clients," he added.

English thought that it would be best

www.FotoIllusion.com



Picture Perfect Success

Pictured:
(back row
l-r) John
Greene, Jed
Davis, (front
row l-r) Justin
English, Anthony
Fox, Jacqueline
English

if a photographer could own the entire process of creating their images. From taking the photograph to printing and editing their work to final print -- whether it be on a T-shirt, poster-sized print, coffee cup or key chain. Being able to create willfully offers even greater probabilities to this creative team of photo "gurus" who have decided to merge portrait studio quality to every type

ping Success

of photograph available. Instead of seeing an extensive photography operation at schools that could just years before opening the doors of this business, it was more than apparent that he was serious about his product. And finally, as we opened the back doors of the business and began to walk through the large trailer-turned-studio trucks that lined the back parking lot, it became blatantly obvious that he was sincere about providing the very best in customer satisfaction.

In passing, anyone would speculate that English would seem to be a seasoned businessman with years of experience tucked neatly away under his belt, but instead, English is a young and thriving entrepreneur just barely into his twenties, but well on his way to success.

By purchasing the equipment necessary to print his own photographs and supply his customers with a timely turnaround, English was only inspired to do more. This equipment also allowed him to print on different surfaces and in different sizes. No longer inhibited by having to send his work to a lab for final production, English continued to expand on his ideas and created unend-

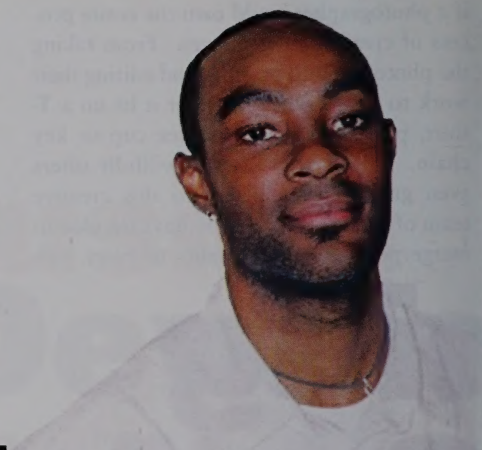
ing possibilities not only for himself, but for other budding photographers who would like to use his software and tie into his system.

English allows access to his computers and ordering capabilities through the use of exclusive software which he has had created. This software is compatible with any photographers computer system and allows any studio to connect directly to FotoIllusion Labs and order any quantity of pictures on a variety of end products. English's system is set up to efficiently drop ship every package to the customer's home or business directly, taking the guesswork out of the

photographer's day for the directors (something like that). With this system in place, it becomes possible for any photographer to be self-supportive as he can now promise delivery of thousands of photographs to customers from all sorts of venues.

Following the lead that English has already established, any photographer can now (omitted) serve a base of clients without the confusion of having to order from a distributor for assorted products. Once you've connected with English's system, you have a virtual office that handles everything and makes your small business operate with the ease and efficiency of a large conglomerate. Reprints and backorders are also just a click away...

Make no mistake, the success of FotoIllusion is no mistake. This type of ingenuity is its own reward as many photographers statewide will soon benefit from the association that can be created through this studio. Quite honestly, FotoIllusions Studio is any photographers dream-come-true. Through its doors lies one of the city's most extensive photography operations with every detail covered and nothing left to be desired.



CD Intelligence

Music's Links to Fans

Neatly tucked away on Peachtree Walk in downtown Atlanta, the offices of Javakitty houses one of the greatest musical minds that our city has to offer. Not because he produces millions of records or sings with megastars on chart-topping hits, but because James Gore acts as a key partner in a business that will soon revolutionize the music industry as we know it today. Gore, a thirty-something entrepreneur who still loves traditional R&B and “blue lights in the basement” music, is such an avid fan of music and modern technology that he and his brother, Cedric, (who handles the NY office) have created the ultimate “fan-oriented” experience for music lovers worldwide.

Gore has created **cdIntelligence™**, a software company focused on incorporating internet capabilities with disk-based media. According to Gore, “Our technology and services create opportunities for companies dis-

tributing CDs or DVD to better manage their relationship with buyers.” Gore’s **cdIntelligence™** creates an ongoing “link” between the music industry and all listening fans that choose to listen to any CD which has been encoded with this program. This link allows the record industry to accurately track the number of listeners, the popularity of artist’s songs and the frequency with which each CD is heard. The shared “intelligence” of this program also allows the listener to access artists’ facts, websites, fan-based chat rooms and upcoming concert schedules. Gore, confidently seated quietly behind his desk, stated that his company currently compiles monthly statistics for their client base. These statistics accurately track the listening habits of over 40 million listeners.

Only CDs and DVDs enhanced with Gore’s software intelligence can capture the information that record and movie companies

will need in order to market their products most effectively. Rather than "thinking" that listeners and viewers will enjoy a particular song, this programming offers valid reports back to the music industry which could help then to choose each artist's next release. This will have a direct effect on the marketability and profitability of individual artists as well as the success of major labels that endorse this technology.

Artists can use the same technology to chat directly with their fans as they listen to CDs via their computers. Fans, in turn, enjoy the interactivity of special features that are enabled by cdIntelligence™ during that time as well, breathing a new creditability into the idea that fans are now truly capable of contributing their listening patterns to the success of an artists' career.

When asked what motivated him to create such an elaborate interactivity between fans and the music industry, Gore explained that he has had a personal love affair with music all his life. Because of this, he and his brother, Cedric, a web developer and graphic designer, thought of an innovative way to combine today's technology and the music industry's hottest artists. Since developing their idea in 1998, Gore has perfected the technology that is currently available on millions of CDs worldwide. With the successful integration of music and web capabilities, Gore now offers a reasonable solution for fans who share common interest and, at the same time, he creates a compelling reason for the entertainment community to fully endorse his product.

Gore, though small in frame, is as charismatic as he is intelligent. Acting as a direct marketer of his product, he has personally convinced major labels to test his product with some of their heavy-hitting artists. The CDs of Santana, Norah Jones, and Destiny's Child are among some of the growing list

of artists whose musical compilations have been enhanced by the addition of Gore's technology. By offering this innovative data to the entertainment industry, Gore has allowed his knowledge to pioneer a new era in the advancement of mass communication. This personal insight and engineering offers a new dimension of understanding to occur between the entertainment industry, artists and fans that has been missing from popular music for quite some time.

As if it were a direct reflection of his great introspection, Gore's office is surrounded by large, colorful photographs which define his innermost psyche. These photographs all display a sole character seemingly alone in the distance; free to think, do and say as he feels. Assorted wall hangings offer quotes of encouragement, seemingly challenging Gore to dream of overcoming impossible odds daily. The most compelling of all the adornments in Gore's office is a photograph taken by his fiancé. In this photograph, Gore, himself, is seen walking alone along the beach, hands in his pockets, head down. According to Gore, he was just thinking and she caught him in a natural state. In the photograph, it looks as if he is always thinking on a level that sets him apart from others; always considering the next probability for success.

It takes a strong man to walk alone, but an even stronger man to offer his ideas to the world and risk being rejected. Gore's ideas and innovative advances in technology are well received and revolutionizes the standards by which we currently mass media. His "walk alone" has created a better, more efficient way to interact with icons within the entertainment industry and, in turn, created a new standard by which this industry can truly measure its success.

To learn more, visit www.cdintelligence.com or contact Gore directly at 404.817.8050.

ONE

FEATURE ARTICLE

JOQ™

DAY SPA FOR MEN



Andy Jones, Owner

Interviewed by Sean Robinson

The dim, flickering light of candles and the lulling sound of soft, calming music fills the room. Face down and filled with anticipation, you feel the warm stones seemingly pulling all tension and uneasiness from your body. The rocks, placed strategically along your body's pressure points, couple with the soft touch of your personal masseur as you find yourself completely relaxed and breaths away from a peaceful, hypnotic sleep. Your personal massage therapist encourages you to relax as you feel the comfort of warm hands teased with oils begin to excite your senses while dulling the memory of a long, grueling day... Before you find yourself slipping away into a peaceful slumber, your therapists asks is there anything more that you need, want or desire and sheepishly, you simply chide, "Yea, turn up the volume on the TV, I want to know the score of the game."

Yes, gentlemen, thanks to the outstanding efforts of JOQ's Day Spa for Men, Atlanta now has an incredible spa that provides a full line of services for the professional male who wants to look and feel his best at all times. Across the country day spas are



currently reporting that men are the fastest growing segment of their business. Throughout Europe, men comprise more than 50% of spa business, yet, here in America, most men have not enjoyed the experience due to their limited connotation of traditional day spas. That was, of course, until now. Since their grand opening only a few short months ago, JOQ's has enjoyed a tremendous success.

JOQ Day Spa for Men, located in Suite

210 of 1545 Peachtree Street, is Atlanta's premier day spa which is designed and devoted exclusively to men. "Our goal," according to Andy Jones, owner, "is to provide the



and original artwork by local artist Bryant Hawkins, all combine to successfully create an ambiance of mental relaxation. The highly trained staff of aestheticians, certified massage therapists, and licensed nail technicians all seem eager to ensure that each visit is a true escape from the hassles of the day as you are gingerly prepared to reenter each day with a newfound energy and

a pampered look of professionalism.

highest level of treatments available. With our professional, courteous staff, we offer a full line of services that were previously unavailable to men in this area." For years, Atlanta has boasted itself as being a true place of beauty. With all the southern hospitality, romantic landscapes and breath-taking architecture of this growing metropolis, Atlanta is a buzzing utopia of lavish dimension. Almost coining the phrase "metrosexual" as its own shortly after the turn of the century, Atlanta is home to a plethora of chic boutiques, hair designers and clothiers which keep every man and woman looking their very best at all times. But, it wasn't until the quiet opening of JOQ's Day Spa that men could truly enjoy all the attentive gestures of a true spa. JOQ Day Spa for Men is a full service day spa specializing in body treatments for men of all ages. According to Jones, "We offer a wide range of treatments for the face, hands, feet, and the entire body."

As you enter the 4,000 square-foot spa, you are immediately embraced by the warm, yet masculine colors. The dark mahogany woods, marble tile floors, soothing waterfalls

Aside from the standard services of manicures, pedicures and facials, JOQ is a full-service day spa which also offers body wraps, massage, microdermabrasion, waxing and laser hair removal, and laser skin rejuvenation. Extensive luxury services to include botox, restylane, collagen, hormone replacement therapy and sclerotherapy are also provided by Dr. Stephen Jacob MD and Dr. Ken Knott MD of AMEDIS, Inc. Also offering a full line of exclusive skin products, JOQ enables every client to upkeep their best countenance long after leaving their doors. "We also feature the Guy Gear products in our treatments. Guy Gear is a new line of high-quality skincare products designed by men, for men. All of the products can be purchased for home use," states Jones. "At JOQ, there is something that everyone can enjoy!"

For more information, call 404-892-7771 or e-mail info@joq.com

Toss Swaid

More Than Meets the Eye

Just as any good book is defined by its characters, local radio stations are defined by the air personalities that command the airwaves during peak listening hours. In choosing Toss Swaid to serve as WVEE's "Mr. Nite Life," V-103 FM made the perfect choice! Not only does Swaid possess a unique style that makes him an immediate hit with the ladies, but his age and personal street savvy allow him to relate to his listeners in a much more familiar way. Swaid's day-to-day four hour stint on the airwaves is a more like an ongoing conversation with friends rather than a two-dimensional monotone show. Not many air personalities can successfully connect with their listeners, but for Swaid, this just comes naturally.

One major reason Swaid is so "familiar" with his listeners is because this young, local talent lends his name and celebrity status to bring attention to varied charities and matters of importance that affect his demo-

graphic. Each Christmas, he sponsors *Cuts For Kids* which mobilizes local barbers to "donate" their time and talent to giving local youth free grooming or the holidays. Seemingly a minimal effort, this one event directly impacts the personal esteem of youths and their parents who not only look better, but now feel better because of the efforts of their own local hero.

Another event spearheaded by Swaid is his ever growing series of personal visits to area high schools during his *Conflict Resolution Tour*. During this tour, he counsels his adolescent listeners "on their turf" and poses questions of intellect and integrity to the masses. In creating this personal forum through which teens can openly deal with their questions and frustrations around conflict resolution, Swaid knowingly creates an unprecedented comfort level that allows him to listen to his audience. Even with the latest tools in technology available to him, Swaid

Toss Swaid

continued from page 15.

realizes that interaction and connectivity like this cannot be created in a sound room. By venturing out to meet his listeners, Swaid shows genuine concern and reinforces the bond that makes "Mr. Nite Life" one of the most popular radio hosts in the city.

Originally from Chicago, Swaid is no stranger to the plight and continual struggles of inner-city life. He realizes the impact of positive recognition and reinforcement of values in a community. Using his ability to communicate transcends beyond the microphone and he adds depth to his character by hosting events that allow him to meet and greet thousands of listeners. The best thing about Swaid's visibility at so many functions is the fact that he is there because he wants to be - not because he has to be.

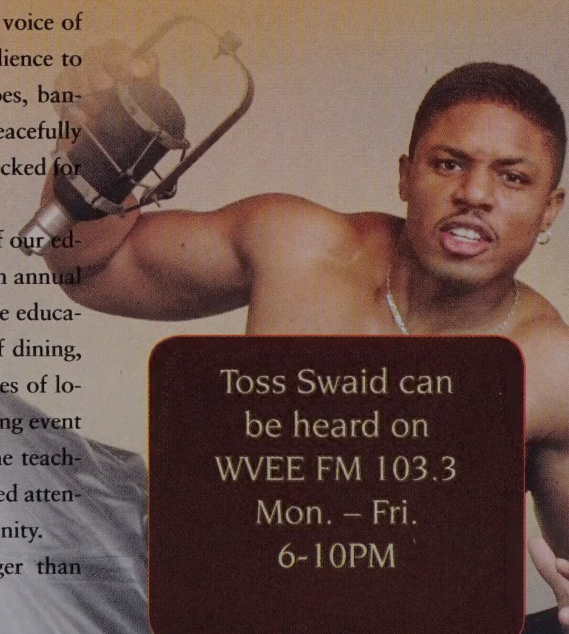
In the course of two years as an air personality, Swaid has willfully transformed himself from being a faceless voice on the radio. Instead, Swaid has become the voice of the community as he excites his audience to participate in recognizing local heroes, banning together on social issues and peacefully resolving issues that have gone unchecked for far too long.

Not to forget the arm bearers of our educational system, Swaid also hosts an annual Teacher's Ball which invites the entire educational system to enjoy an evening of dining, dancing and applauding the accolades of local professionals. This esteem-building event not only offers encouragement to the teaching community, but it refocuses needed attention on the true fibers of our community.

Because Swaid is much younger than

many other radio personalities, he is extremely fortunate to serve as a voice of reason to so many admirers. His actions, both on and off the air, have made him a mentor whose works evoke action. Indeed, if ever there were such a thing as a "local hero," Swaid would win the honor of being called such by many. Humbly, he doesn't acknowledge his personal greatness or speak too arrogantly of his actions. He realizes that his talents have allowed him to impact others in a positive way and, at the same time, have a lot of fun doing so. According to Swaid, "we are the ultimate controllers of our faith and we are always where we are supposed to be." Well, having said that, we can only begin to imagine how many listeners are pleased that Toss Swaid is **supposed** to be here!

For more information, visit www.TossSwaid.com.



Toss Swaid can
be heard on
WVEE FM 103.3
Mon. - Fri.
6-10PM

standing your Under Credit Report

Fair, Isaac and Co. is the San Rafael, California Company founded in 1956 by Bill Fair and Earl Isaac. They pioneered the field of credit scoring for financial companies. They have expanded their enterprise to cover decision systems, analytics and consulting. Every credit agency, and most lenders, calculate your credit score using software from FICO (Beacon) or in house software based on the FICO rating system.

This rating system is meant to develop a snapshot of the risk you currently represent to a lender. Several parameters in your credit file, including length of credit history, number of open accounts, loans, mortgages, public records, and others are formulated to produce a three-digit score between about 300 and 950. Usually a lender will use a combination of your credit score with other factors when determining your risk. Regardless of whether the score was generated by FICO or a system based on FICO parameters, they all yield an industry standard three-digit score. This score places the borrower in one of three main categories (we named the third one ourselves.)

So, how are credit scores calculated? The methods of calculating your FICO may

differ slightly depending on the credit bureau. When obtaining your score from one of the credit bureaus it is important to understand that your score does not come directly from FICO. It is adapted to each bureau and is given its own name: Equifax uses "Beacon", Trans Union uses "Empirica", and Experian uses "Experian/Fair Isaac." These scores are also referred to as your "Bureau Scores."

Since your score is derived from your bureau data, it will change every time your reports change. However your score is calculated, it will always take into consideration many categories of information. No one piece of information or factor determines your score. As the information in your credit report changes, the importance of one or several factors may change in your FICO score. Lenders look at many things when making a credit decision, including your income and the kind of credit you are applying for. However, your FICO score does not reflect these facts as it only evaluates the information retained by the credit reporting agency.

A good track record on most of your credit accounts will increase your over all FICO score substantially. But, how much is too much? Can the borrower pay me and still

See "Credit" page 21.

print | web | interactive

JUST ONE LOOK...
AND YOU'LL GET
HOOKED!

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PARK CITI

at West Highlands
Riviera

just one look...

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Understanding your credit

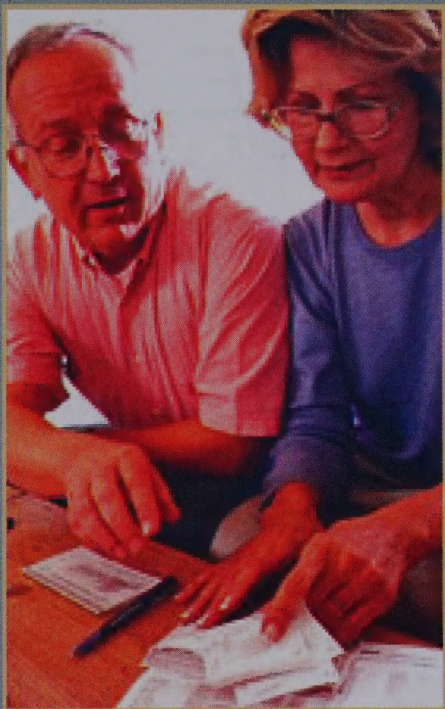
continued from page 18.

afford to pay his other bills? Not necessarily. Having available credit can actually help your ratio of debt to available credit. These are the types of questions that most borrowers want to know and the answers are almost as important as your previous credit history.

Paying off your credit cards in full every month, does not mean that they won't show a balance on your report. Your total balance on your last statement is generally the amount that will show in your credit report. Specific types of accounts, such as credit cards and installment loans are scored differently and in conjunction with the overall amount owed on all open accounts. This also factors into your balance on each specific type of account. For instance; you have a credit card with a very small balance and no late pays. Even though the balance is low, this still looks very good as it shows that you are able to manage your credit responsibly

How many accounts do you have open and how many have balances? A large number of open accounts, even with small balances, can indicate higher risk of over-extension. This is weighted in your FICO score but most lenders leave it to their discretion as they have access to your income amount. For the most part though it is good not to have too many credit card accounts, three maximum.

Generally speaking, the longer the credit history the better your score. However, this factor only makes up 15% of your total score so even young people, students or others with short histories can still score high overall as long as the other factors show good. If you



Using credit wisely has a positive effect on your FICO score, however, having multiple accounts does not necessarily equal good credit.

are new to credit than there is little you can do to improve this part of your score. Open an account and be patient.

Your score takes into account: How many new credit obligations have recently been assumed? Opening several credit card accounts at the same time can look bad. What FICO looks for is "To what extent is this consumer trying to open new credit accounts?"

Arm yourself with knowledge and keep your credit report looking good. Review your accounts and limits and make sure you are not creating more problems than solutions for yourself. Do you really know what's in your wallet?

Effective Career Management

By: Dr. David Smith, Jr.

The world of work has changed and will continue to change. To manage your career effectively in the 21st century, you should keep the following mantra of successful career managers in mind: know yourself, know your marketplace, and develop and implement a strategy.

Just as a learning organization is continually assessing its performance and listening closely to customers and clients-you need to be continually assessing your Competencies, Interests, and Values (CIVs), reading the market and implementing a strategy. The product you are managing (you) is constantly changing. The CIVs you have today may be different six months or three years from now. The marketplace certainly will change, and strategies will change too. So, continual assessment and benchmarking of your Competencies, Interests, and Values, the marketplace and your strategy is critical to remain competitive and ensure continued career satisfaction.

The Twelve Habits of A Highly Effective Career Manager

1 Take the time to identify what your current career portfolio looks like, and take the time to craft your future portfolio.

- 2 Be creative in creating your future career plans; don't put yourself in a career box.
- 3 Balance the whole process by spending time on each area (e.g., self-assessment, resume development, networking), and similarly, don't get bogged down in any one area - spending too much time on research, etc..
- 4 Don't enter the market until you're ready, and conversely, don't miss opportunities because you are over-preparing.
- 5 Use every source possible to gather information about you and about the market.
- 6 Utilize your strengths. If you are good at networking, then network. If you are good at research then do it. But...
- 7 Make sure you move outside your comfort zone. If networking is your forte then make sure you do some research and vice versa. We tend to find our comfort zone and stay in it.
- 8 Create your own "board of directors." Successful career managers know that advice and counsel from others is invaluable. So, develop and cultivate mentors and think of them as your board of directors, whose counsel you

See EFFECTIVE - page 31

Facts...

95% off new businesses fail within their first year. Those that survive the first 12 months, typically, do not make it to their 5-year anniversaries. Companies attempting to gain marketshare, without the use of a comprehensive and integrated Marketing Communications plan, fail about four times more often than those with one. Business owners and company executives focused more on "getting" a sale than a new loyal customer or client find it difficult to achieve annual growth goals.

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how to attract more business

There is no specific formula that will lead your business to success, but there are definitely certain attributes that may help you to generate more business just by instilling these traits into your daily performance. Don Eberly, our local Public Relations specialist and staff columnist, invites you to learn of the importance of "service with a smile."

1. Look for ways to exhibit the value of your product or service among your constituencies, and they will act as your own personal word-of-mouth marketers.

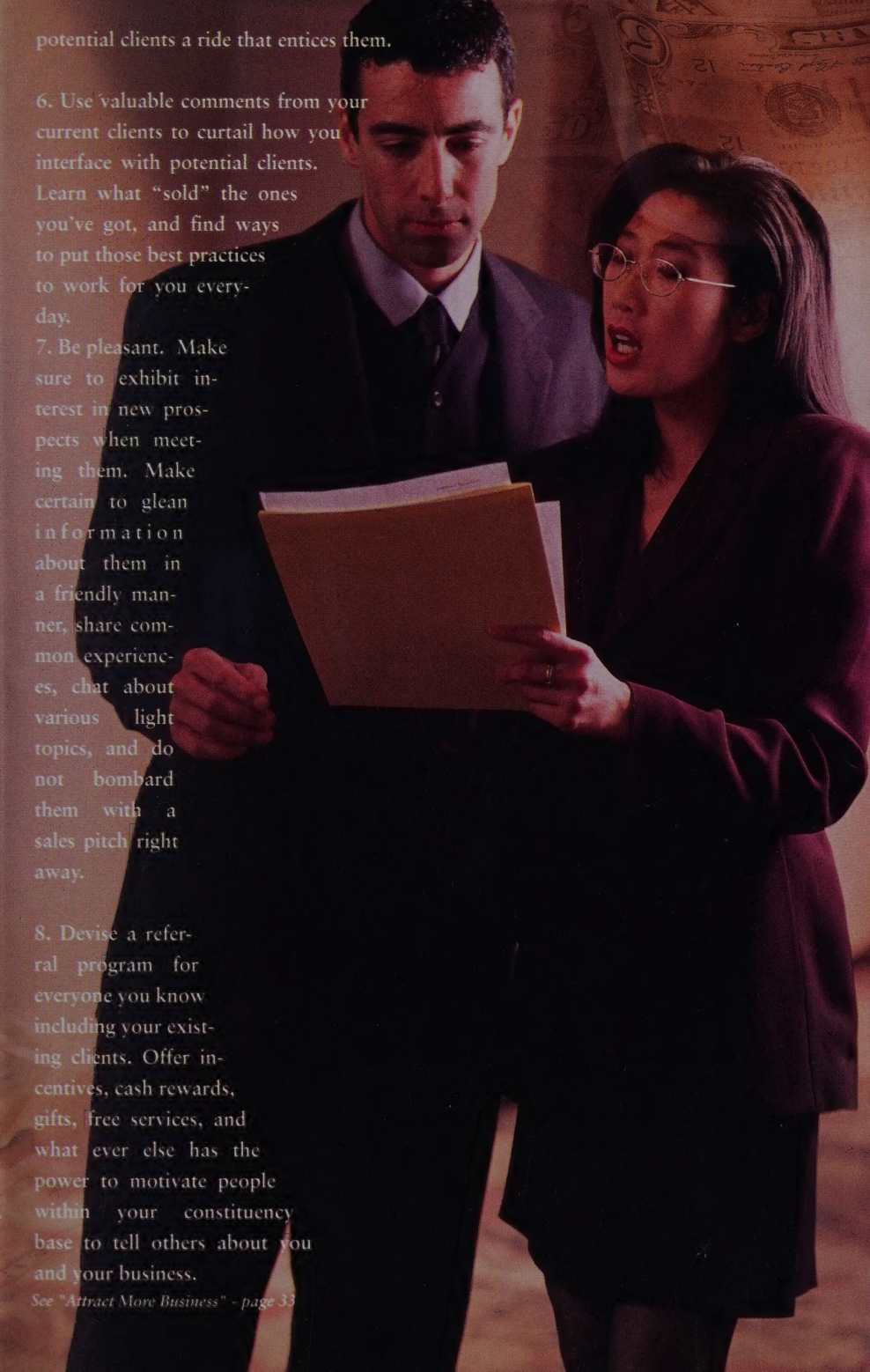
2. Serve clients and potential clients, instead of just seeking to sell to them. Otherwise, they will see right through you. Come on, give them some credit. They recognize a tired, rehearsed sales pitch when they see one. Start exhibiting value evidenced by examples, instead of merely talking about it.

3. Find networking opportunities outside of your comfort zone. There are many diverse

and unique segmentations of possible clients and customers out there. Go find them; they won't be looking for you. And, if they are, they won't find you amid the proliferated competition. Ask the networking organizer to collect all attendees' business cards and submit them to you and the others via email the next week.

4. Be willing to provide advice, tips, and free assessments for potential clients. A free assessment or evaluation you can offer is basically a situation analysis, and isn't this what you need to understand them enough to make a sale? Wet their appetites just enough so they realize their need and desire to "dig in." You'll show your skill sets and simultaneously win their trust.

5. Help your potential clients test your products or services. They might need more than an explanation. Services need "test-driven" sometimes, too. You wouldn't buy a car without driving it, would you? Well, give your

A man and a woman in business attire are looking at a folder together. The man is on the left, wearing a dark suit and tie, looking down at the folder. The woman is on the right, wearing a dark blazer and glasses, looking up at the man and speaking. They are standing in front of a wall with a large, ornate, golden-colored decorative element.

potential clients a ride that entices them.

6. Use valuable comments from your current clients to curtail how you interface with potential clients.

Learn what "sold" the ones you've got, and find ways to put those best practices to work for you every-day.

7. Be pleasant. Make sure to exhibit interest in new prospects when meeting them. Make certain to glean information about them in a friendly manner, share common experiences, chat about various light topics, and do not bombard them with a sales pitch right away.

8. Devise a referral program for everyone you know including your existing clients. Offer incentives, cash rewards, gifts, free services, and what ever else has the power to motivate people within your constituency base to tell others about you and your business.

See "Attract More Business" - page 33

Tired of Renting?

Now You Can Buy Your Own Home

by Michael Carson, Realtor

Are you tired of paying rent in a house or apartment that you don't own? Are you tired of paying for your landlord's retirement or his child's education? Are you tired of your landlord's complaints or his refusal to repair things around the house? If so, then it's time to start thinking about owning your own home. It may not be as hard or as far-fetched as you may think.

There are many programs available that may allow you to purchase a home with very little money up front. Some may even provide you with down payment assistance. Most people don't realize your local housing authority may assist many first time homebuyers with low interest rate loans and down payment assistance of up to \$3,000.00, if required. The down payment may be available in the form of a loan paid back over ten years. You must meet certain requirements and there could be a penalty if you sell the

home in less than seven years.

The federal government also assists first time homebuyers in purchasing a home through the use of income tax credits. It could actually put money in your pocket monthly- up to \$100.00! This program is designed to lower your tax bill, giving you this money back immediately each month, thus increasing your take home pay putting you in a better position to qualify for a loan.

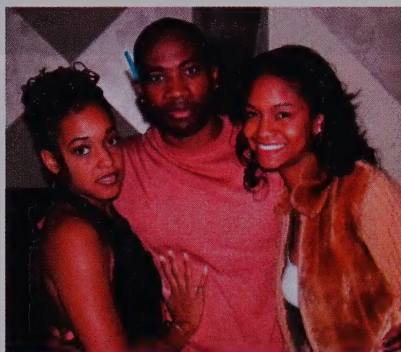
If you prefer the peace and quiet of living outside the city, the Rural Development Division of the Federal Housing Administration through its Guaranteed Housing Program have historically offered two programs that assist low income families in purchasing a home. Both of these programs allow you to buy a home with little or no money. Monthly mortgage payments are kept low and affordable through low interest loans and mortgage payment assistance. There are income limits

See "Tired of renting" page 28.

*Demonstrating the power
of effective networking...*

ONE

FIRST TUESDAYS



Tired of renting

continued from page 26.

based on family size that varies by county.

In addition, VA-owned homes may be purchased by anyone. These are government owned homes once owned by veterans through the Veterans Administration 100% loan guarantee program. The homes have since been re-acquired by the government and are available for purchase by anyone through a bidding process. You submit a bid on a home with as little as \$250.00. The bid that meets the minimum amount the government requires for that home and provides the government with its highest net return is usually accepted.

With these and many other programs available, wouldn't it be to you and your family's advantage to own your own home. Consider this, if you're paying \$450.00

a month rent, in a year, you have paid out \$5,400.00; in three years, \$16,200.00; in five years, \$27,000.00; in ten years, \$54,000.00; and, in twenty years, \$108,000.00! Wouldn't this money be better spent investing in your own home and in your family's future?

Concerned that a past bankruptcy or other credit problems will prevent you from owning a home? Then, think again. Past credit problems, including bankruptcy, collections and late payments can be overcome in most cases by re-establishing your credit, giving letters of explanation, etc. You could rent someone else's house forever or you could enjoy the pride of owning your own home! The decision is yours.

Michael Carson is a realtor with Prudential John Koenig, Realtors in Fayetteville, NC. For more information, please contact your local realtor or e-mail our columnist at, carson@fayettevillenc.com.



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Effective

continued from page 21.

should seek when you are making a big decision or face a difficult problem.

- 9 Seek the advice of a career counselor/consultant.
- 10 Beware of being side-tracked from making sound career decisions because you are using someone else's criteria to make your decisions.
- 11 Be honest with yourself.
- 12 Remember this is a lifetime pursuit and the work you do here will lay the groundwork for your entry into the profession, as well as your future career or job transitions.

Dr. David Smith, Jr., has worked in Career Management for over ten years and brings advises business professionals in the area of career transition, career development, career management, and small business management. Author of "The African American Presidents: The Founding Fathers of Liberia, 1848-1904" he can be reached at drsmith@oneatlanta.biz.



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Daniel (DTM) Flores Creative Genius

Dan The Man's path of self-expression began more than twenty years ago. He developed his skills as a child running around with crayons in his hands.

There was not one piece of paper, board, wall, or notebook, that was going to escape his vivid imagination. The world and its population are his canvas.

While most kids grow and pursue sports and scholastic activities, DTM found himself illustrating with his hands the moods and emotions of his life and dreams.

DTM has received praise and trouble because of this skill. Praise from the artist community and trouble from teachers and employers who thought DTM drew too much.

The path of an accomplished artist is long and time consuming. His desire to reach a high level of expression fuels his creative drive today.

Every body can draw, but can any one create? Can anyone imagine and bring forth a fruit out of a pen and a piece of paper?

for more information about DTM and his art

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ELECTROLUX



Attract More Business

continued from page 26.

9. Train your sales staff by way of role playing. Fears of rejection, being reprimanded, and worse keep sales staff feeling on edge when entering a sales meeting or call. Work to make your sales staff comfortable. Support, guide, teach, and encourage, not harass them.

10. Concentrate efforts to build lasting relationships with existing clients. Find ways to lead clients from one annual contract or product sale to the next. Do not relax once you have gleaned the signature on the dotted line. Rather, explore what is important to each client you have, and create game plans to maintain them. Remember, a little "extra" effort goes a long way in client retention. Ask them if you are meeting their service needs, or if they are satisfied with the product(s) they purchased from you? Fix what is not working in the relationship, and execute actions that will keep clients engaged.

11. Last, and most important, create and implement a comprehensive and accurate Marketing Communications campaign that is foundational upon your marketplace, market research, sales offer, and ability to meet and maintain client needs. Include one or more from the following Marketing Communications mix:

Branding - Managing how you and your business are perceived, liked, preferred, and accepted, thus, differentiating from those characteristics of the competition.

Public Relations - Interfacing with various segments within your constituencies and publics in order to adapt mutually with one

another and initiate relationships that lead to sales.

Media Relations - Interfacing with editors of key publications and radio / television stations as well as networks to obtain free publicity placements about your products / services. Editorially endorsed articles, bylined articles, photos, and mentions about your company are far better at reaching and influencing people to buying action than simply buying an ad.

Advertising - Researching, planning, scheduling, writing, creating, and negotiating on- and offline advertisements with controlled messages that will communicate and motivate consumers to request, seek, and purchase your products and / or services. This, combined with Media Relations and other types of marketing strategies, has the power to bring about new and qualified sales.

Marketing - Creating a unique identity that clearly differentiates your corporate entity, services, and products from the competition in promotion, publicity, distribution, and pricing, as well as messaging unique selling propositions that motivate spending habits among identified market segments, and equate to advanced revenue and return-on-investment.

For more formation about sales and marketing, and to obtain your free marketing assessment, contact Don Eberly of EBERLY public relations at 678-641-3302, doneberly@eberlypr.com, or www.eberlypr.com

The image shows the logo for ONE ATLANTA magazine. The logo consists of the word "ONE" in a large, stylized, black font with a white outline, followed by "ATLANTA" in a smaller, bold, black font, and "magazine" in a smaller, italicized, black font below it. To the right of the logo is a photograph of a woman with long, wavy brown hair, wearing a white top, looking slightly to the side. Below the logo and photo, the address "3277 Roswell Road Suite 103 Atlanta, GA 30305" and the website "www.ONEAtlanta.biz" are listed.

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Suite 103
Atlanta, GA 30305
www.ONEAtlanta.biz

Candle Cosmetics' Beauty *Corner*

By: Lisa Adams

Welcome to Candle Cosmetics' Beauty Corner. My vision in creating Candle Cosmetics is to show women of all skin tones how they can use cosmetics to enhance their natural beauty and not mask it or cover it up because they are applying their make-up incorrectly. Featured each month, this column will offer expert advice on varied techniques concerning the proper application of make-up and the correct tools that should be used to achieve your look. There will also be tips and advice on the importance of skincare for both men and women.

This month, the focus is on the proper application of blush. One of the easiest ways to get a healthy look is with blush. Unfortunately, it is often misused. It is either applied too heavily or applied to high or low on the cheek area.

Start with a good, quality blush brush. Make an investment in a natural bristle brush; one that is made of sable, squirrel or goat hair bristles. They cost a little bit more, but the end result of a flawless finish is worth the cost.

Blush can be used to accentuate your face and cheeks. Smile and you will see the fleshy part that stands out the most; this is called the "apple" of your cheeks. This is your start-

ing point for applying blush. Apply a light layer of blush to the apple area and blend up and back toward your hairline. Always go over your cheeks with your powder brush in a downward motion to blend your blush into your powder foundation; thus, giving it a more natural look. Remember these tips and you will always look your professional best!

**For more info,
call Lisa at 770.873.2635.**





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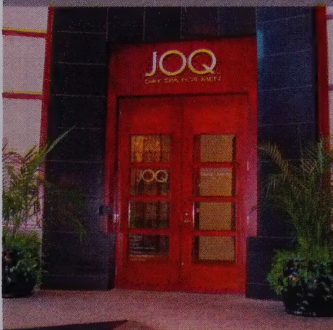
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Tuesday - Saturday

Dining Out

Partnering With Success

Chinese Café Highway 85N - Fayetteville

Meeting Irsat “Nicko” Gunawan has proved to lead to a formal introduction to the entire Asian community. Unlike any other community, the Asian population successfully networks from within. “Nicko,” as he prefers to be called, believes in the idea of promoting small businesses and helping others as much as he can. “Within the Asian community,” he says, “it is natural to offer assistance to smaller businesses because it will only help to make all businesses to flourish.”

Undoubtedly, we could all learn from this concept. From the outside looking in, it would seem that the success of many Asian-run businesses is largely due to individual efforts, but, learning from this example, it becomes clear that there is a communal success behind each investment in this ethnicity. As Nicko continued to explain, “It is because of an established network, that so many are able to sustain business and become successful.” Indeed, the old adage, survival of the fittest never ruled out working as a team.

Chinese Café, located on Highway 85N in the Banks Station Shopping Center, is Nicko’s current business endeavor. There, he prides himself on the perfect blend of Asian and American culture. Guests are treated

to immediate service and the Asian ambiance offered by low lighting and brightly colored decorations

that successfully blend to create a temporary leave of absence from your day-to-day troubles. Food is prepared to order and served promptly by the friendly staff. While basking in the atmosphere and admiring the many wall hangings and bamboo plants, one can easily slip away into a world of tranquility.

Nicko serves many of the tables himself and ensures that each visit is a memorable experience. Dining out is truly worthwhile when the entire experience is enjoyable and, at Chinese Café, you are guaranteed to enjoy your visit.

Nicko has learned quickly that being able to rely on the patronage of a network of consumers and suppliers spells success. He is but one small business owner in a sea of thousands, but with the strength of networking on his side, Nicko will see years of success in this great new restaurant.



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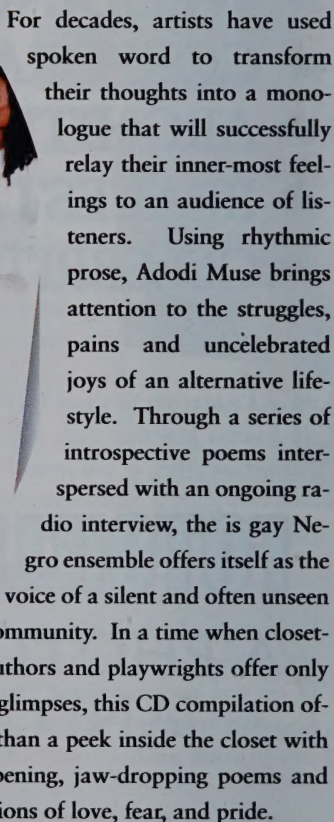
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FOCUS

The Power in Your Thoughts

by John Raye

Wise old people have known for a long time that nothing is more precious or powerful than a person's thoughts. Your thoughts can make you or break you. It may sound elementary, but happiness and riches comes to the person who harbors happy and rich thoughts. The reality is that you are made or unmade by your thoughts, not by conditions or circumstances. Pure and simple, your thoughts determine your fate, your destiny, your station in life. So, seriously, what have you been thinking about lately?

All that you have in your life right now reflects the nature and condition of your past thoughts because what you think about is usually what you bring about. In essence, you cannot think continually think of riches and, still, continue to be broke. You cannot think success and continue to experience poverty.

Understand this connection; the human mind is so constructed that it can only entertain one thought at a time. And the thoughts that dominate your mind create the conditions you are experiencing right now. In other words, whatever thoughts you allow to dominate your mind create the dominating conditions in your life.

If you are experiencing difficulties in your life right now, it is because your mind is infected with difficult thoughts. If you are broke or feel depressed, it is because you are generating thoughts of a broke or depressed nature. The best, quickest and surest way to rid difficulties and problems from your life is to first eliminate them from your mind.

Stop thinking about your problems. Eliminate difficult thoughts from your mind. Occupy your mind with things that are lovely, things that are good, and things that make you feel good. Meditate daily on success and prosperity, and sooner or later, such will show up in your life.

You Are Responsible For Your Thoughts

It is possible to control your thoughts because you can only think one thought at a time. Your mission, therefore, is to determine which one thought will be allowed to dominate your mind. Remember, your condition is created by the thoughts that dominate your mind. So, what you allow to occupy your own mind is your responsibility, not your parents, your children, spouse or relatives. You and you alone, are responsible for your thoughts. Whatever you become or fail to become can be traced directly back to your thoughts.

It's All In Your Attitude

Success is largely a matter of developing a success consciousness, a success attitude. Generally speaking, a man moves in the direction of his thoughts. All of your actions, and all of your results flow directly from the thoughts that occupy your mind.

I am advancing an obvious fact; you are the creator of your own reality!

Wherever you are right now, whatever you have or do not have in your life right now is due completely and unequivocally to

the quality and duration of your thoughts.

Though they have the power to do so, very few people exercise their innate or unique ability to control their own thoughts. This is due largely to the fact that most people are completely unaware of the power possessed in their thoughts. They are oblivious to the power that can be found in a positive mental attitude.

As noted by one writer, the nature of your attitude determines the level of your altitude; the height to which you will soar or the level that you will sink, and all rests squarely and succinctly on your attitude. So goes your attitude, so goes your life. You cannot escape from this reality because wherever you go, your attitude goes also.

In his classic work, "The Mis-education of the Negro," Carter G. Woodson states, "if you can control a man's thinking you do not have to worry about his action, nor do you have to worry about what he will do. You can tell him to go to the back door," said Woodson, "and if there is no back door, his very nature will cut out one for him to walk through."

When you relinquish control of your thoughts, you temporarily lose control of yourself. Woodson contends that there is little to fear from a man unable to control his own thoughts because he will go where he is told to go, and do what he is directed to do. Such a man operating under such conditions will never experience much in the way of good success because he is operating with a locked-up mind and in that case, no one but himself can unlock his mind.

When you make a conscious, deliberate effort to choose your thoughts, reality is never far behind because you represent the sum total of your collective thoughts. You can never be greater or better than your thoughts. And you can never rise higher than your thoughts.



In our premier issue, our cameras followed a rising "star" as she walked through Centennial Park and chatted candidly about her musical career. This month, we invite you to find out more as this young and talented songbird debuts on stages across our horizons...

Tamara "Starr" Dixon hails from Florence, SC and, even as a youth, found herself privy to seeing live performance artists firsthand. Born into a musical family, Starr's parents sang in a musical group and performed often in the small town. With such a privileged upbringing, Starr was introduced to all forms of artists and soon patterned herself to parallel many of the talents which surrounded her. Growing up around the strong musical influences of her father, mother and grandparents only lit a passion for Starr to eventually branch out and sing on her own.

In high school, Starr played several instruments to include the piano, saxophone and flute. She also sang in the choir. Not afraid to display her talents, Starr was soon recognized as a songwriter and self-taught musician as she played many tunes "by ear" after only hearing them a few times. In her teens, Starr joined and eventually joined a group named

See "Rising Star" page 43.

a Rising Starr

TORI GRAY

FEMALE MODEL OF THE MONTH

Currently my career is in Adminstration.
My goal is to open my own Spa & Physical
Therapy Studio. I love modeling and
meeting new & interesting people.

My motto is "Make the most of
yourself, for that is all there is for you."

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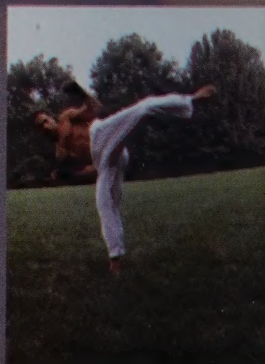
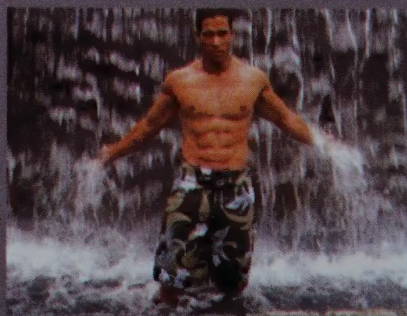


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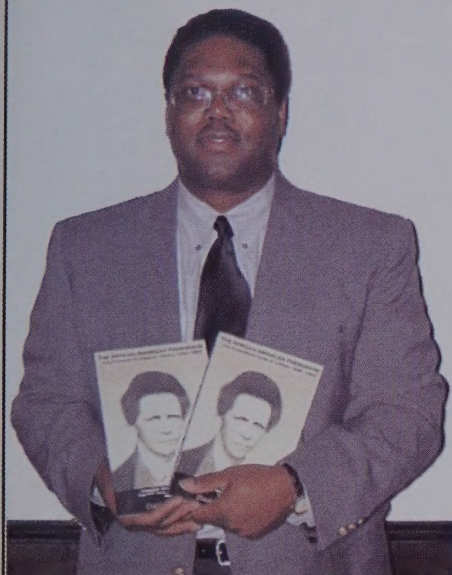
MALE MODEL OF THE MONTH

"I am a full-time Project Manager and love studying Martial Arts. Since doing the Men Of Dreams 2005 Calendar doors have been opening up for me in the modeling industry. My philosophy is to achieve great rewards you must take great risk."

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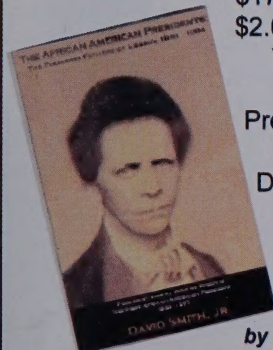
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by David Smith, Jr.



A Rising Starr

continued from page 40.

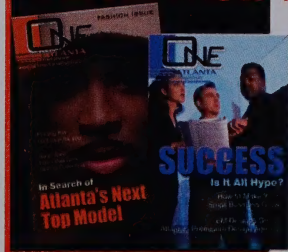
Sweet Truth, a five-girl group reminiscent of Motown's famed female groups. There she stole the spotlight many times as she belted out soulful souls with a flare that was definitely all her own.

Now, as a solo artist, Starr has been compared to Jill Scott and Lauren Hill, but, in the humblest of ways, she says that she just sounds like herself. "Whitney Houston," she says, "has inspired me a lot and when I sing, I try to emulate the talent and presence that she has projected on stage. I also liked older artists like Melissa Morgan, Anita Baker and many others."

Starr's singing style can best be described as a soulful mix of today's popular hip-hop and R&B. Although she is currently in the studios in her tireless effort to present her best work in a CD compilation with the group Full Grown that is scheduled for release in mid-2005, Starr smiles as she says, "I'm just writing and perfecting my craft, recording and looking for that big break." As she says, "With music, you just can't rush..."

Well, no one is rushing this poetic princess, but many fans already admire her vocal skills and greatly anticipate hearing her on the airwaves. "It takes time," she admits, "but I'm hanging in there."

ADVERTISE TODAY?



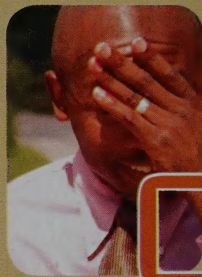
Call us about our
special advertising
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can win a **FREE**
full page ad in
our June/July Issue.
404.668.0421
info@ONEAtlanta.biz

The Power of

Many questions have come about with the distribution of our premier issue. As we spread our publication throughout Atlanta, Decatur, Stone Mountain and beyond, the most resounding question was simply, "Do we need another magazine?" To that question, I say, "No, from now on, you only need ONE." In saying that, I challenge you (as a small business with a limited advertising budget) to compare your current marketing strategy with our programs and advertising solutions that we offer you.

Where else in this city can you get thirty days of advertising at such affordable rates? What other publication offers business-to-business contact on your level? ONE Atlanta Magazine focuses its attention on the small business community simply because we realize that no small business can afford to advertise in every weekly publication that this city offers - be it a tabloid, full-color digest, community paper or sub-culture "identity magazine," there are just too many different audiences for the average small business to satisfy on a weekly basis. Now, because ONE successfully goes into over 200 points of distribution each month with no lines of division based on race, gender, social class or sub-culture, it becomes easy for any small business to gain name recognition with thirty days of exposure.

In addition to providing the best rates in the area, we also host a monthly networking session for our advertisers as a way of saying, "Thank you." Through the efforts of these sessions, our clients are immediately placed in front of a forum of businesses that need their services. This immediate interaction acts as the



Jerry Boles Photography

foundation for creating new business alliances and a broader customer base. FIRST TUESDAYS WITH ONE is held at Fairfield Inn in Midtown and more information about registration, display tables, door prizes and more is always available at <http://www.ONEAtlanta.biz/network>. When you are a part of ONE, you are a part of something great!

One businesswoman contacted our offices after having read our publication and offered her praises on such an innovative idea. Her current advertising in a city-wide tabloid costs her \$125 per week. Her business' advertisement is very small and has spot-color and a barely recognizable image that represents her services. She was glad to know that for less money than she currently spends per month, she can gain a full-color ad at four times the size of her current advertisement and a target a more diverse readership of people and businesses that could benefit from her service. Delighted, she got off the phone.... We haven't heard from her since.

My question to the small business is this: "Why are you wasting your advertising dollars in publications that offer you a limited visibility and poor displays?" Take a serious look at your last advertisement and then compare it to any advertisement on any page of this publication. Then, the next time your current advertiser hosts a monthly networking session so as too ensure that you get an added return on your advertisement... Oh, they don't do that either? Hmmm...

Well, maybe you should consider an alternative. Once again, I say, "From now on, you only need ONE."



Midtown Ink

Modern Graphic Design

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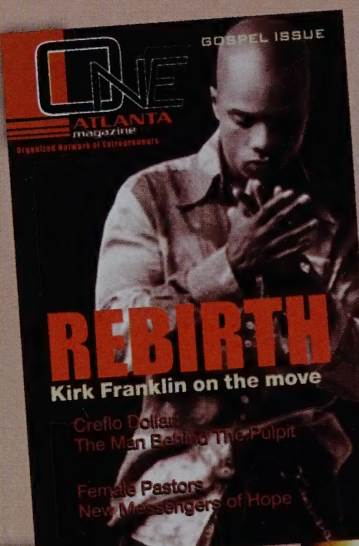
A family of small magazines

Dedicated to promoting

Small businesses...

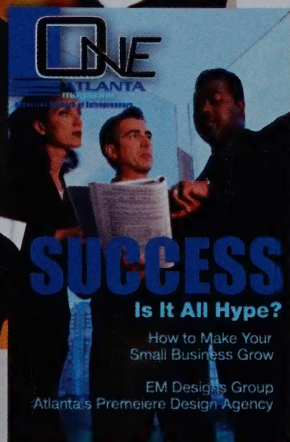
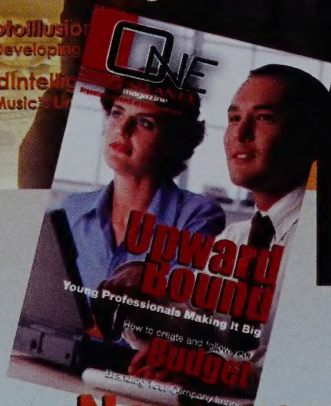
ONE

ATLANTA
magazine



**Toss Swaid
More Than
Meets The Eye**

Photollusion
Developing
cdIntelligence
Music Store



GFA Magazines provide the newest concept in local area news reporting and visual advertising that is available to the Greater Fulton Area (GFA).

The scope of these magazines covers everything from essential small business news, investment announcements and great start-up opportunities to health related topics and gospel highlights. Through the strategic marketing of these niche publications, GFA Magazines successfully serve as the premier linkage between small and large businesses throughout the area.

Only through our pages, small businesses gain visibility and become capable of competing with major market advertisers in a professional manner. In kind, larger businesses are finally capable of reaching this untapped community of entrepreneurs and offer their support to local businesses as never before.

Now, you only need

ONE
ATLANTA
magazine

AFFORDABLE RATES FOR SMALL BUSINESSES

Rates are crafted around the success of your small business. Affordably priced and discounted for continual runs, ONE places your business in the hands of thousands of potential customers each month!

	1 ISSUE	2 ISSUES	4 ISSUES
ONE PAGE	\$500	\$450	\$425
HALF PAGE	\$300	\$270	\$255
QUARTER PAGE	\$150	\$135	\$127

Prices shown above are "per month." Classifieds and business directory rates are the same. ONE year of listings is only \$300. Business blocks (9 per page) are \$65 per run.

CORPORATE SUPPORT

Corporations who wish to capture the attention of our local entrepreneurs are asked to show their support through sponsorship. Sponsorship packages are marketed as follows:

	ADVERTISE	AD SIZE	EVENTS	RATE
GOLD	2 MONTHS	ONE PAGE	DISPLAY	\$1,500
PLATINUM	ONE YEAR	ONE PAGE	DISPLAY, BANNER	\$3,000
DIAMOND	ONE YEAR	DOUBLE PAGE	DISPLAY, BANNER, MEDIA PROMOTIONS	\$5,000

All sponsors appear on all printed marketing materials as hosts for the monthly networking sessions. Silver sponsors receive 5 guest passes to each event, Gold Sponsors; 10, Platinum and Diamond Sponsors; 20 guest passes, reserved seating at head table for anniversary celebrations, talent showcases/fashion shows, VIP accommodations and more.

DEMOGRAPHICS

Readership: 75,000

- 57% Female
- 43% Male
- 72% Homeowners

Average Reader: 25-45 Years of Age

Average Income: \$45-\$55K

CALL TODAY 404.668.0421 | info@ONEAtlanta.biz



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WHY DOES AMERIE WEAR THE BRACELET?

She wears it to raise desperately needed funds for HIV/AIDS care services, education and vaccine development. Over half a million people have chosen to wear The Bracelet. What about you? Available at: The Body Shop; Kenneth Cole; Virgin Megastore and other fine retailers. Or to order call 1-800-88-UNTIL or visit us at WWW.UNTIL.ORG.

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